

## Message Text

UNCLASSIFIED

PAGE 01      WARSAW 01974 091227Z  
ACTION CU-06

INFO OCT-01 EUR-12 ISO-00 PA-02 /021 W  
-----031810 100300Z /14

R 091148Z MAR 78  
FM AMEMBASSY WARSAW  
TO SECSTATE WASHDC 3738  
INFO USIA WASHDC  
AMCONSUL KRAKOW POUCH

UNCLAS WARSAW 1974

EO 11652N/A

SUBJ: MULTI-REGIONAL PROJECT ON ISSUES OF THE MASS MEDIA IN  
TODAY'S SOCIETY

REF: STATE 042940

1. WE WISH TO NOMINATE WALERY PISAREK, THE DIRECTOR OF THE POLISH  
PRESS RESEARCH CENTER IN KRAKOW, FOR THIS PROJECT.  
FOUNDED IN 1956, THE KRAKOW PRESS RESEARCH CENTER IS UNIQUE IN  
POLAND AND POSSIBLY IN EASTERN EUROPE. THE CENTER ADVISES SENIOR  
EDITORIAL PERSONNEL AND POLISH GOVERNMENT OFFICIALS, PREPARES  
RESEARCH AND MAINTAINS EXTENSIVE LIAISON WITH PRESS AND ACADEMIC  
INSTITUTIONS, ESPECIALLY IN EASTERN EUROPE.

2. THE CENTER INCLUDES UNITS CONDUCTING RESEARCH ON THE ROLE OF THE  
COMMUNICATOR, PRESS CONTENT, AND POPULAR REACTION TO THE MEDIA.

3. PISAREK PLAYED A LEADING ROLE IN MODERNIZING THE CENTER SEVERAL  
YEARS AGO, AND IN REORIENTING IT AROUND CONTEMPORARY CONCEPTS OF  
MEDIA ANALYSIS. HE SPEAKS ENGLISH AT THE LEVEL SUGGESTED IN THE  
REFTEL. WE THINK PISAREK IS AN UNUSUALLY STRONG CANDIDATE FOR  
THIS PROGRAM.

4. PLEASE ADVISE ASAP CONCERNING PISAREK'S APPROVAL. BIO-DATA  
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FOLLOWS BY SEPTTEL.  
BROWN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** NOMINATION, NEWS MEDIA COMMENTS, PROGRAMS (PROJECTS)  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 09 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978WARSAW01974  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780107-0430  
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**Litigation Codes:**  
**Litigation History:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Review Content Flags:**  
**Review Date:** 29 mar 2005  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3380256  
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**Subject:** MULTI-REGIONAL PROJECT ON ISSUES OF THE MASS MEDIA IN TODAY'S SOCIETY  
**TAGS:** OEXC, SOPN, PL, (PISAREK, WALERY)  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/83554cca-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014